



City of Richmond, Virginia
Department of Planning and Development Review
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To: Department of Public Works
From: Urban Design Committee
Date: May 6th, 2021
RE: **Conceptual review of Pole Wraps associated with the JXN Project; Various locations in Jackson Ward Neighborhood; UDC 2021-22**

I. APPLICANT

Enjoli & Sessa Moon, JXN Project

II. LOCATION

Various right-of-way locations in the Jackson Ward Neighborhood

Property Owner:

City of Richmond right-of-way (ROW)

III. PURPOSE

The application is for the review of pole wrap encroachments.

IV. SUMMARY & RECOMMENDATION

The JXN Project endeavors to celebrate the 150th anniversary of Jackson Ward by contextualizing the origin story of the neighborhood.

This specific application is for the installation of pole wraps throughout Jackson Ward. The pole wraps will be placed on street poles within the district and will use QR technology that will facilitate a self-guided walking tour.

The applicant will ultimately need to receive all necessary permits from the Department of Public Works for all encroachments associated with this project.

The Urban Design Committee recommend that the Director of Public Works grant conceptual approval of the encroachment request with the following conditions:

- The applicant work with the Department of Public Works to obtain any additional encroachment permits associated with the pole wraps and celebratory signage

Staff Contact:

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V. FINDINGS OF FACT

a. Site Description and Surrounding Context

The pole wraps will be located on existing street sign poles in various locations within the historic boundaries of the Jackson Ward Neighborhood.

b. Scope of Review

The City owns the ROW, but work will be performed and maintained by a private entity, which puts the improvements in the category of encroachments.

The encroachment approval process is administered through the Department of Public Works, which has requested that the UDC provide design advice on certain types of encroachments. The UDC does not have the authority to approve encroachments, but rather provides advice to the Director of the Department of Public Works.

c. UDC Review History

The UDC has not reviewed any previous applications for this project.

d. Project Description

Through the research that undergirds this project, the applicants are working to accurately capture the pivotal role of Richmond, Virginia – in particular Jackson Ward – in the evolution of the Black American experience. This project will be accomplished through initiatives that will support a year-long sesquicentennial celebration – launching in April 2021.

To contextualize the Jackson Ward Neighborhood and honor those who helped create it, the JXN project includes the installation of 17 banners, as well as street signage and pole wraps. Staff has administratively approved the 17 banners which will be located on W. Broad Street. The pole wraps are decorative installations on street sign poles that will feature the “JXN X” design, and will have a QR code that can be activated to obtain additional neighborhood history as part of a self-guided walking tour of the Jackson Ward Neighborhood.

Locations of the pole wraps and celebratory street signage are:

- **Abraham Skipwith Alley** -- Leigh Street and St. Peter Street
- **A.D. Price Avenue** -- 3rd Street and Leigh Street
- **Bill “Bojangles” Robinson Boulevard** -- Leigh Street and Chamberlayne Avenue
- **Charles Gilpin Crossing** -- Charity Street and St James Street
- **Giles B. Jackson Junction** -- 2nd Street and Clay Street
- **John Mitchell Manor** -- 3rd Street and Clay Street
- **Lillie Estes Lane** -- 1st Street and Charity Street
- **Lorna Pinckney Place** -- 2nd Street and Marshall Street
- **Lucy Goode Brooks Square** -- Charity Street and St John Street
- **Oliver Hill Drive** -- 3rd Street and Marshall Street
- **Maggie Walker Way** -- Broad Street from 3rd Street to Adams Street
- **Neverett Eggleston Plaza** -- 2nd Street and Leigh Street
- **Rosa Dixon Bowser Square** -- E Clay Street and W Clay Street
- **W.W. Browne Terrace** -- Jackson Street and Chamberlayne Avenue [*Jackson Street and Price Street*]

e. Master Plan

Richmond 300 recognizes the Jackson Ward neighborhood and its importance in the present and in the past, stating that the Jackson Ward has retained historic buildings and plays a leading role in supporting Black cultural and economic

vitality. The JXN Project furthers the goals of the Richmond 300 Master Plan, celebrating Jackson Ward as a cultural hub and economic asset.

f. Urban Design Guidelines

The Urban Design Guidelines state that, *“The Urban Design Committee, at the request of the City Administration, is the review agency for all banners proposed to be erected in the public rights-of-way”* (pg. 30). Through the City of Richmond’s Banner Program, staff had been given the authority to administratively approve banners. The Guidelines do not give any specific guidance on pole wraps.

VI. ATTACHMENTS

- a. Vicinity Map**
- b. Application**
- c. Plans**